

Amendments of the Specification

Please replace the paragraph found on page 13, line 31 to page 14, line 10 with the following amended version of that paragraph:

As stated above, in operation, the requester system 450 initially sends a request 402 for relevant recommendations to the relevancy module 400. The request for relevant recommendations includes information that allows the relevancy module 400 to produce relevant recommendations for delivery to the requester system ~~[[302]]~~ 402. For example, and without limitation, in one embodiment the request 402 may include the following: a requester agent (an identifier that indicates the type of device the user is employing); a Uri key (a standard universal resource identifier, for example url:/products/books?isbn=10001); a Site ID (a key that identifies a website, such as www.amazon.com); a Track ID (a tracking identification attribute such as sessionID, userID, etc); Constraints (operational limitations); RecCount (the number of recommendations to be returned to the requester); and Hints (processing hints for the engine). For example, a request may comprise: (“messageID”(“T3af87b37SdR38251100”); “recCount”(“3”); “siteID”(“www.acompany.com”); “uriKey”(“url:www.acompany.com/what/index.htm”); and TrackingID (“Teea332f1”).

Please replace the paragraph found on page 22, lines 17-25, with the following amended version of that paragraph:

As shown in Fig. 5, the list of M selected survived recommendations 552 comprises {(u8, 0.705), (u9, 0.631), (u4, 0.563)}. The list of M selected survived recommendations 552, or various elements of the M selected survived recommendations 552, may then be sent to the requester 250. For example, the object identifiers 554 of M selected recommendations 552 from the recommendations of the M selected recommendations 552 could be sent to the requester 250

along with the producer identifier for the producer(s) that selected the M selected. Alternatively, the objects identified by the object identifiers 554 of M selected survived recommendations 552 could be sent to the requester 250 along with the producer identifier for the producer(s) that selected the M survived recommendations.